

## South Park Stakeholders Group – Board of Directors Meeting

**Thursday, June 25, 8:30 AM**

**1333 S. Hope St, Los Angeles, CA 90015**

**Board Members:**

Robin Bieker, Shelby Jordan, Bob Buente, Michelle Heilpern,  
Daniel Taban, Fernando Villa, Nate Nusbaum, Terri Toennies,  
Richard Wu, Jim Pugh

**Staff/Contract:**

Jessica Lall, Priscilla Hsu, Sergio Urena, Jessica Mandelbaum

**Guests:**

Andrew Canniff, Laura Hill, Sauli Danpour, Doyle McDonald,  
Christina Brenn, John Kraski, Greg Bell, Steve Catalano, Sharon  
Zhou, Jacky Jabourian, Peter Lai, Dawn Davis, Rafi Nazarians,  
Steven Bledsoe, Tracy Chu, Jack Westergone, Ray Hong, Mike  
Shawver, Noel Fleming, Frank Bush, Ray Chan, Ara Sargsyan,  
Clarence Carter, Marvin Moon, Greg Sun, Sonnet Hui, Cam  
Mercer, Carol Jimenez, Liane Haynes Smith, Anne Hawthorne,  
Suzanne Holley, Jeff Badertscher, Jirair Garabedian, Shannon  
Colbert, Tom Xavier, Darren Mensinger, Denise Mendoza, Anne  
Hickambottom, Ryan Leaderman, Estela Lopez, Nick Griffin, Jack  
Westergom, Ray Haj, Clarence Carter

***TOTAL Guests: 44***

<i><b>Item</b></i>	<i><b>Discussion</b></i>	<i><b>Action taken?</b></i>
Meeting called to order:	Called to order by Robin Bieker at 8:31 AM	<b><i>No action taken</i></b>
Public Comment/Introductions	No public comments.	<b><i>No action taken</i></b>

<p><b>Review and approve April 23, 2015 Minutes</b></p>	<p>Terri made an edit and sent back. Those changes have been recognized.</p> <p><b>Fernando Villa:</b> Please change to Francisco to Fernando Villa.</p>	<p><b><i>Bob moves to approve April 23, 2015 minutes, Daniel seconds. All in favor.</i></b></p>
<p><b>Presentation: LA City Building &amp; Safety / LAFD Presentation</b></p>	<p><b>Ray Chan:</b> Joining me today are Marvin Moon, Frank Bush, Ara Sargsyan.</p> <p>Construction is booming. These three graphs show the intensity of the development.</p> <p><b>Chief John Vidovich</b> (via cell phone): We are joined at the hip to show that we are pro-development, and happy to hear that Ray has established a partnership plan with DWP. Together Los Angeles is stronger than ever. I'm excited for the future and opportunities and I look forward to working with all of you. We will share our vision and answer any questions that you have.</p> <p><b>Ray Chan:</b> This year will build 14,000 units, and probably 15,000 units the year after. This year we're going to hit \$6.8 billion construction valuation. Even though construction is going strong, there are still a lot of problems people have to face. Confusing permitting procedures, complicated code regulations, and on and on. Together we put together a partnership plan. In March of this year, we helped put another partnership plan. LADBS, LAFD, and DWP are working together to achieve a common goal of providing services, regardless of</p>	

	<p>project size. In LA we issue maybe 100 permits every single year at this time. Once the design is started in a few months, you can start a plan check. Once you start, we can simultaneously go through processes so plan check will be done with your design. We want to start construction faster, so we add the permits in phases. We add an inspection case manager, so that at the end, you have a guardian angel. Case managers will provide navigation through multiple agencies—they will provide you with a written visibility study so that your client can make a decision as to whether or not they want to invest. During construction, there are a lot of potential issues, so we assign a case manager as your liaison/contact person to help. The major issues of each project are dealing with transformers—you have to go through 9 different sections with LADWP from design to approval to installation.</p> <p>This year, we have 10 new engineers, and a custom shop where 6 of those engineers work. They put installations inside buildings, on top of buildings to make it work. We are working with building safety to make sure it all works. This makes it faster in design and also production. We are bifurcating the installation part with the rebate for solar installations. We are starting up a concierge service so that you can call in about your projects; also automating emails to be faster.</p> <p>We will launch the program in January 2016.</p>	
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For small projects (less than \$5 million), we’ve eliminated plan check duplications between the fire department and building and safety.

We’re trying to streamline processes. If you do internal TI and its not impacting fire life safety and egress then you don’t need to come into fire department and they don’t have to come out. Building safety will do it for the fire marshal. We are eliminating some of the issues that are not that important for code.

**Frank Bush:** We started in September and went to the ICC hearings in Florida, working on reducing regulations, and bringing things up to date. We submitted 24 suggestions to make some eliminations or reword codes to make them a lot more simple. We were successful on some; we’ll be going back again in Long Beach. We’ll be attending those and going back after some of the ones they didn’t approve to make it more simple for them to understand.

**Ray Chan:** We started a concierge service program for the jobs that come in to the development service center. We have it at the Metro and Van Nuys counter. We walk them through the process, do small visibility surveys and spend time with customers who really need help. Our agents are the tour guides for homeowners, small contractors, small architects—they might not know where to go

	<p>or who to see. We help maybe 5% of 400,000 who come in, but those are the people who really need help.</p> <p>Now permits. We review 30,000 building projects, in addition to 20,000 over the counter. 30,000 projects, if not checked over the counter, would have to wait for a turnaround time of 15-20 days and that would jam our pipeline. We also provide Saturday inspection so that homeowners don't have to take time off work for them to show up.</p> <p>On technology: fire department inspections. Develop our inspection request system online. Go online and request an inspection, where you'll be able to confirm what your status is, where you are with your project and what issues are still outstanding. We can email you your change of status.</p> <p>Last week Mayor Eric Garcetti announced that 14 million records are now online. We get approximately 4,000 hits every day. We cannot add ads bills to the search- that's a legal problem. But you can still come to our shop and take a look at it- you just can't put it online.</p> <p>Building information will be posted online and show specifications—what is legal, not legal.</p> <p>There will also be citywide development service. You can pay fees and will notify supervisors if</p>	
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	<p>project has not been looked at in a while.</p> <p>The most important enhancements that will make this program successful is the people who run this program. Just recently, on June 2 and 3 we ran a big training to 280 seniors and staff, on how to expand the development cycle by getting to yes. This is a culture shift. We are hitting the peak, and when that goes, then that's bad for the industry too. If we don't do something we'll have the same trouble we hit last cycle.</p> <p>Now what we are doing and what you can do is tell people about our great programs. They will come here to invest, especially if they hear we have good programs to help them invest safe and fast. To attract them to come here, we have to go out and give presentations. So take what I said and take it back to your organizations.</p> <p>So far we've talked to 40 different organizations and 1500 people. Go and tell them how we're working together. That's how we help you to build customers.</p> <p>If you stack all the physical papers for codes, they have changed from 4" to 2' high. It's very difficult for people to follow all the codes, so realize that we have to try to help projects that don't comply with code. We had a two-hour training, where we discussed that the two ways we can help projects comply with code is to be flexible, by helping</p>	
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	<p>projects comply with code regulation as much as possible, and understanding the intent. We make modifications because we want to help people. Our customer service code of conduct will be posted everywhere to encourage people to be helpful. Our proactive customer feedback program surveyed 2,000 customers and asked questions about the engineer or inspector on their project.</p> <p>Send all emails to Ray Chan for follow up.</p>	
<p><b>Presentation: Hazens Project Presentation (Fig North)</b></p>	<p>Sonnet Hui (Hazens) and Noel Fleming (Liner Law) presented on behalf of Hazens.</p> <p><b>Sonnet Hui:</b> Our main purpose today is to present our project and spend a little time talking about Hazens and who we are, especially since we are new to LA. We will cover Hazen's design principles and difficulties we are having in entitlement process, as well as a little bit of our project timeline.</p> <p>Hazens is a private development company established in Shenzhen, China. We focus on large-scale mixed-use projects. We believe in good design and providing a luxury product that enlivens the community. It is important to us that by focusing on local needs and climate, we develop a product responsive to community needs that allows us to focus on design and provide a quality, luxury product.</p> <p>Hazens decided to expand overseas development</p>	

	<p>into North America, moving into LA in 2003. We own the LA Sheraton (LAX), Luxe Hotel Site, and we are in the early stage of developing a hotel in San Gabriel.</p> <p>Project overview of Luxe hotel: This will be mixed-use, 650 residential units; redeveloping a hotel 250 keys, 80,000 square feet of retail use. We are planning to do it in 2 phases to keep Luxe hotel operational while we develop our project. One of the major community components is the big plaza along Figueroa. Total investment in downtown is probably around \$700 million dollars. Design principles are contextual design, community engagement, and responsive architecture—not just environmentally, but also aesthetically and programmatically.</p> <p>We want to create a development that is a mini-city, and there are different aspects of LA we can start to pull from. We are taking consideration of LA Live and creating a public plaza at the terminus of one of LA Live’s major streetways. We are paying close attention to Figueroa, to street trees, and lighting, so we can be responsive to that while recognizing we have a residential street. 11<sup>th</sup> is a major connection street connecting the neighborhood to LA Live. We’ve been paying attention to our neighbor, a historically significant building adjacent to our project, and working closely to make sure we can work together as a block.</p>	
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Phase 1: Hotel; Phase 2: Second tower along Figueroa and Olympic. There will be an 8-level podium that connects all the activity. Two levels of underground parking, retail along Figueroa, various amenities. Quick view of street level, paying attention to downtown design guide and street-level activity is very important to the success of this mixed-use project. Strategically located all retail spaces along Figueroa, residential lobbies, retail, hotel and bar area along street will help activate street. We will have internal access to pull all vehicular activity off street to help activate public plaza.

We want to make the public plaza a destination point, so we want to see public art from local artists and align whole street with retail space to activate throughout the day. Different approach around Flower and 11<sup>th</sup>. That we will keep very transparent, open. We have to stick to code requirements and the downtown design guide navigation; one of most important things we've done is to meet with South Park a few times, and we've met with Jessica to understand neighborhood needs. We've also met with the downtown neighborhood council to present. Met with Simon Hart to get his input before design moved too far. Captured priorities of neighborhood early on. We are working with the planning department. We've met with Oceanwide, the Petroleum building, and we're paying a lot of attention to future developments.

	<p><b>Noel Fleming</b> on the entitlement process:</p> <p>We are asking for a transfer of floor area (buying from convention center), our baseline FAR is 6:1, asking for 10:1 so we'll be purchasing around 400 - sq ft of TFAR. Site plan review over 50 units, master conditional use permit in connection with hotel and retail. 50% of retail are hospitality, restaurant uses. We filed for track map. We're planning to develop a sign plan to complement Figueroa, Olympic signs with the district one block to north. This project is in a weird pocket where all projects around have a sign area but not us. We filed our application with the city in March, where we had our first public formal presentation and we'll be coming back to organizations when we are ready to present sign plan. We hope to be ready by 2017.</p>	
<p><b>Presentation: Splash of LA – Kid City Event Presentation</b></p>	<p>We are a people oriented- nonprofit. We've grown exponentially because of need, focusing on college access college completion. We are developing that level of leadership in our program. We work with really serious students, coming from very humble families. Families that typically have \$12-18 thousand dollars a year for a family of 4. We're there to make sure these first generation college students really succeed in college.</p> <p>On August 8 we have a community-oriented program on Flower and Olympic. This is not a flashy event, this is an event the kids themselves put together. We're working with students all summer</p>	

	<p>long, leadership program where they learn to introduce themselves to businesses for support.</p> <p>We are asking for sponsors. Our sponsorships start at \$250. This is a very grassroots program. Our goal is to make just \$5,000 with this event. It would make us all happy. I encourage the board and folks in the room to participate and tell other residents, customers, employees about it.</p> <p>We got into a little bit of trouble for taping up our banners so if any of you have businesses or places where we can put a sign up, we'd be happy to comply.</p>	
<b>Secretary – Treasurer Update (Bob)</b>	<p>a) April and May 2015 Financial Report</p> <p>We had a loss last month but we are good this month. Budget is simple, there are a lot of line items in it. We get a lot of money from taxes and we put it out according to a budget prepared three years ago. We'll change the budget next time it comes up. We're good on SP2, we have received all funds. We've been receiving new monies through new revenue streams, South Park 2 work, cleaning, and maintenance that we charge per hour on supplies.</p>	
<b>Consent Agenda – Recommended action for approval</b>	<p><b>Bob Buente:</b> The Executive Committee is recommending we incorporate a "Consent Agenda" on to our regular board meetings to allow for more time to discuss items we haven't had a chance to. The Consent Agenda will include items previously discussed either at the Board level or primarily items that have been extensively</p>	<p><b><i>Bob moves to approve consent agenda; Rich seconds. All in favor. Nate</i></b></p>

	<p>discussed in committee meetings, and voted on. We hope this will keep things moving and allow for presentations and public input during meeting.</p> <p>This dovetails in to the importance of board members being active on committees. Votes in committee translate/transfer into consent items on agenda. We approve all or none. Board members can move to remove items.</p> <p>All materials are sent in board packet. If you have questions, feel free to email committee chair, or Robin. It's a good way to keep things moving, this will be one way where we can hopefully streamline this.</p> <p><b>Fernando Villa:</b> Appreciate this. Just wants to see materials sooner.</p> <p><b>Shelby Jordan:</b> If committee minutes get sent to the Board after meetings, that should help give time to review if the meat of these consent agendas is discussed in those committee meetings.</p> <p>That said, on today's consent agenda is:</p> <ul style="list-style-type: none"> <li>a) Approval of parklet MOU with City of LA</li> <li>b) Approval of parklet GC for not to exceed \$10K</li> <li>c) Approval of DASH recommendations for LADOT Survey</li> </ul>	<b><i>abstains.</i></b>
<b>Committee Reports</b>	<i>SOBO, Buente</i>	
Approval of recommended street tree palate for South	<b>Jessica Lall:</b> The SPBID has been working on a variety of issues as it pertains to street trees, but	<b>Jim motions to approve the</b>

<p>Park</p>	<p>what we are proposing today is formally recommending to the City a list of trees for the South Park area to be included in the City's Downtown Design Guide, Appendix D – which is actually missing the list of trees. The Planning Department has asked us to submit our list of preferred trees formally so they can adopt it into design guide. We want trees to be sustainable, provide for diversity of species consistent with what is currently in the district and provide shade. These are the trees we've come up with:</p> <ul style="list-style-type: none"> <li>• Australian Willow, Geijera Parviflora</li> <li>• Tipu Tree, Tipuana Tipu</li> <li>• New Zealand Christmas Tree, Mestrosideros Excelsa</li> <li>• Purple Robe Locust, Robinia x ambigua</li> <li>• Brisbane Box, Lophostemon Confertus</li> <li>• Majestic Beauty, Magnolia Grandiflora</li> <li>• Chinese Flame Tree, Koelruteria bipinnata</li> </ul> <p>We've been working for almost 18 months with the City's Department of Urban Forestry, South Park Developers and landscape architect professionals, MEIendrez and Mia Leher to develop this list of 7 trees. This will come back to SOBO for more discussion as the issues progress. We are asking for approval of trees by the board to be South Park's palate.</p>	<p><b>proposed street palate; Michelle seconds. All in favor. None opposed.</b></p>
<p>Approval of AB718</p>	<p>Assembly Bill 718 would allow human habitation in</p>	<p><b>Daniel motions</b></p>

<p>opposition letter, Vehicle Habitation</p> <p> </p>	<p>vehicles and is currently in Bob Hertzberg's committee. This California League of Cities and most of the BIDs statewide are opposed to this bill.</p> <p><b>Daniel Taban:</b> We want to make sure there's affordable way for people to live and keep their stuff but there's a bigger issue of housing for people that City needs to address. I'm comfortable sending out the opposition letter.</p>	<p><b>to approve opposition letter to AB718, Shelby seconds. All in favor. None opposed.</b></p>
	<p><i>DISI, Toennies</i></p>	
<p>Review website home page</p>	<p><b>Terri Toennies:</b> We've decided to use the theme of "Live Work Play" on our website. It's very energetic and it flows well. The website should meet deadline without any problems. We will be bringing the site for review to the DISI July 1 meeting, and the goal is for it to go live Mid-July. We will present the press plan to DISI on how to launch the website in coordination with 10 year anniversary.</p> <p><b>Jessica Lall:</b> The BID would just like to thank Terri and her organization for their significant contribution and time in helping us with the website.</p>	
<p>Utility Box Designer Selected – Sherri Neva</p>	<p><b>Jessica Lall:</b> Our utility boxes will feature microscopic views of South Park. The utility box art will be installed in July.</p>	
<p>Update on public art initiative</p>	<ol style="list-style-type: none"> <li>1. Case McClaim</li> <li>2. Special Olympics Murals <ol style="list-style-type: none"> <li>a. Cryptik – completed (Fig and Pico)</li> </ol> </li> </ol>	

	<p><i>b. Kent Twitchell – July 4th (11<sup>th</sup> &amp; Hope)</i></p> <p>The artist Kent Twitchell, who will be painting a mural to commemorate the Special Olympics, eventually wants to do more art in South Park. The mural conservancy also wants to do more mural tours with us in South Park.</p>	
<b>Executive Director Update</b>	<p>We will be tabling most of the items in the Executive Director Update due to time constraints. Please reach out if you have any questions on the items listed on the agenda.</p>	
IDA Awards Submission – Public Space & Marketing Communication	<p>The SPBID submitted two awards, which we’ve printed and distributed to you. This is a really great example of the work we’ve accomplished in the last couple of years. We are potentially in a position to win a merit award, if not a pinnacle award.</p>	
Update on Street Vending Proposal	<p>Item was tabled at this meeting.</p>	
CCA Homeless Committee Letter RE: City Ad Hoc Homeless Committee	<p>Item was tabled at this meeting.</p>	
Update on Sidewalk Repairs	<p>Item was tabled at this meeting.</p>	
Update on MC 56.11 – removal of personal property	<p>Item was tabled at this meeting.</p>	
Update on LA Convention Center Design	<p>Item was tabled at this meeting.</p>	
Retail & Real Estate Update	<p>Item was tabled at this meeting.</p>	

New Hire, Laura Hill, Communications & Policy Manager	Laura Hill starts July 6 as Communications & Policy Manager.	
<b>New Business Items</b>		
<b>Updates</b>	<ul style="list-style-type: none"> <li>a. Next Board Meeting, August 27, 2015 – 8:30am</li> <li>b. Triple 8 Green Carpet – July 18, 5:30pm</li> <li>c. Coco Fresh &amp; Club Pilates Green Carpet – August 27, 5:30pm</li> </ul>	
<b>Next Meeting</b>	August 27, 2015	

**Adjourned at: 10:03**

**Minutes recorded by: Priscilla Hsu**

**NEXT STEPS:**

- No staff action items were recorded at this meeting.